



CALIFORNIA
CATALYST
COMMUNITY

DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

FOR IMMEDIATE RELEASE

Date: December 3, 2010

Contact: Panorea Avdis

Director for External Affairs

pavdis@hcd.ca.gov

(916) 445-4775

The California Department of Housing and Community Development Honors Village at Market Creek, Paradise Creek Revitalization, and Quarry Falls as California Catalyst Communities and Models for Sustainability

Sacramento – The California Department of Housing and Community Development (HCD) will host award announcement and celebration honoring Catalyst Projects designated under HCD's Catalyst Projects for California Sustainable Strategies Pilot Program. Funded by Proposition 1C, the Program embodies the goals of SB 375 – landmark legislation signed into law by Governor Schwarzenegger in 2008 – and is designed to incentivize and test innovative land use planning and green building strategies. At least one Catalyst Project was designated in each of the four major Metropolitan Planning Agency (MPOs) regions to support the regions efforts to develop Sustainable Communities Strategies required by SB 375.

The event will honor the Village at Market Creek (City of San Diego), Gold Level Catalyst designee for the San Diego Association of Governments region as well as Silver Level Designee, Paradise Creek Revitalization Project (City of National City) and Bronze Level Designee, Quarry Falls (City of San Diego). The Village at Market Creek, Paradise Creek Revitalization Project and Quarry Falls were selected along with 10 other designees statewide and announced by HCD on August 18, 2010.

The press event to honor Catalyst Designees will take place Thursday, December 9th in at the Market Creek Plaza Amphitheater, 310 Euclid Ave, San Diego.

"These Catalyst Projects are great examples of how to build sustainable, economically vibrant communities," said Director Lynn Jacobs. "This pilot program will provide valuable insights to allow the State and regions to implement best practices and strategies. Walkable communities, improved air quality, reduced emissions, less time spent in a car and a strong economy can all become reality through sustainable development, and I look forward to seeing how these projects develop."



CALIFORNIA
CATALYST
COMMUNITY

DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

The Catalyst Projects for California Sustainable Strategies Pilot Program will enable the State to support local innovation, develop projects that integrate environmental, economic, transportation and housing goals and test strategies for broad implementation throughout California. Catalyst Projects will be required to collect data and measure the effectiveness of their sustainable community strategies and develop and outline of how strategies and tools can be used across the state. The Department of Housing and Community Development is awarding Proposition 1C, State Bond funds to the projects best exemplifying these principles.

The Program was designed in partnership with Caltrans, the California Department of Conservation, the Governor's Office of Planning and Research, the California Air Resources Board, the California Housing Finance Agency, the California Infrastructure Bank, the California Energy Commission, the California Department of Public Health, the California Environmental Protection Agency, the California Department of Forestry and Fire Protection and the California Department of Parks and Recreation.

"When State departments work together, California is a leader in sustainability strategies," said Director Jacobs. "This program will help spur innovation at the local level to meet the goals and objectives of SB 375 as well as create models for other communities to increase long term prosperity."

The thirteen Catalyst Designees are:

Gold:

City of Emeryville, Emeryville Marketplace
City of San Francisco, Mission Bay
City of Sacramento, Township Nine
City of San Diego, Village at Market Creek
City of Fullerton, Fullerton Transportation Center

Silver:

City of National City, Paradise Creek Revitalization
City of Chico, Meriam Park
Town of Truckee, Truckee Railyard
City of Marina, The Dunes on Monterey Bay
City of Ontario, Downtown Core Catalyst Project

Bronze:

City of Oxnard, North Oxnard Communities
City of San Diego, Quarry Falls
City of Hercules, Bay Front Transit Village



CALIFORNIA
CATALYST
COMMUNITY

DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

The Gold and Silver level Catalyst Project designees will be awarded \$9.3 million of Proposition 1C funding. Proposition 1C provides \$2.85 billion to finance affordable housing and infrastructure across California, is part of the historic \$42 billion package of infrastructure bonds approved by voters in November 2006. The awards do not come from the state's General Fund.

For more information on the program:

http://www.hcd.ca.gov/hpd/catalyst_project_rfp_1209.pdf

For more information on the designees:

<http://www.hcd.ca.gov/hpd/cpcsspp.html>

HCD provides leadership, policies and programs to preserve and expand safe and affordable housing opportunities and promote strong communities for all Californians. The Department also supports increasing the supply of housing, especially affordable housing and works to improve the state's housing conditions and the health and safety of its residents. As the lead housing department, HCD is part of the state Business, Transportation and Housing Agency.

###